

# ***Radiological Communication Plan***

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Hunters Point Naval Shipyard  
San Francisco, California  
Department of the Navy  
Base Realignment and Closure  
Program Management Office West



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## I. Purpose and Scope

This Radiological Communication Plan (RCP) serves to create proactive and transparent channels to share information with the public about project activities and findings, site investigation and mitigation actions, and opportunities for involvement. This RCP is tailored around the allegations of a specific contractor's falsification of radiological data.

This RCP, prepared in consultation with the U.S. Environmental Protection Agency (U.S. EPA) and the California Department of Toxic Substances Control (DTSC), was developed to address public outreach needs specifically associated with the ongoing radiological data evaluation for the Navy Base Realignment and Closure (BRAC) Program at Hunters Point Naval Shipyard (HPNS) in San Francisco, California.

This RCP is designed to supplement and complement existing public outreach efforts at HPNS, currently conducted by the Navy and other regulatory and governmental organizations. One key aspect of this plan is that it is flexible in scope to adjust to the dynamic communication needs of the public; as such, this document is considered an internal working document and may be updated to accommodate public outreach needs.

## II. Background

The Navy's oversight of contractors conducting cleanup work at HPNS revealed in 2012 that a Navy contractor falsified radiological soil samples. In addition, former contract employees responsible for collecting samples at HPNS and performing measurements of radioactivity have made the following general accusations:

- Potentially contaminated soil samples were swapped for clean soil samples
- Potentially contaminated soil was placed into open trenches in other areas around HPNS
- Computer data regarding radiation levels were tampered with to indicate lower levels of radiation
- Building surveys were conducted improperly

These claims have not implicated Parcel A, where property has already been transferred and construction to redevelop the area is ongoing.

### A. The HPNS Community

The greater Hunters Point community is defined by the three zip codes nearest to HPNS (94124, 94107, and 94134), encompassing approximately 8 square miles with more than 112,000 residents and a significant number of small businesses.

To achieve the defined objectives in this plan, the Navy will focus public outreach to primary and secondary audiences as described below. Through the development and dissemination of timely information and program resources to these public outreach audiences, the Navy will work to achieve the desired outcome for each respective group. Primary audiences include individuals, businesses, and media outlets within the footprint of the greater HPNS community, as defined. Secondary target audiences include individuals and groups that are not members of the HPNS community as defined, yet have been identified as important to Navy public outreach efforts.

An abbreviated list for Navy public outreach is available in [Appendix A](#). In addition, the Navy maintains distribution lists with more than 15,000 residential and business contacts.

## HPNS Radiological Communications Plan

### HPNS Radiological Data Evaluation – Public Outreach Audiences

Type	General Description	Information Provided	Desired Outcome
<b>Primary</b>	Residents, homeowners, and potential homeowners immediately outside of HPNS property	Health and safety information, as it relates to radiological issues; project updates; schedule and status updates	Increased trust and confidence in the Navy that there are no health concerns for local residents; open two-way communication to address authentic comments and concerns
<b>Primary</b>	Businesses immediately adjacent to HPNS property	Health and safety information, as it relates to radiological issues; project updates; schedule and status updates	Increased confidence that there are no health concerns for local businesses; increased confidence that the property is safe for redevelopment upon transfer
<b>Primary</b>	Residents and businesses in the greater HPNS community, as defined	Accurate information in a timely manner	Open two-way communication to address health and safety concerns and other effects of cleanup on the greater HPNS community
<b>Primary</b>	Bayview media outlets	Accurate information in a timely manner	Coordination between the Navy and local media outlets to communicate accurate information to the public
<b>Secondary</b>	Members of the greater San Francisco community	Accurate information in a timely manner	Increased confidence that the property is safe for redevelopment upon transfer
<b>Secondary</b>	Members of the media supporting the greater San Francisco community	Accurate information in a timely manner	Reduction of misinformation; increased confidence in the Navy resulting in accurate reporting to help educate the community
<b>Secondary</b>	Community and environmental activist groups	Accurate information in a timely manner	Reduction of misinformation; develop a productive relationship that work towards achieving common ground for Navy and activist group objectives
<b>Secondary</b>	Government, elected officials, and regulatory agencies	Project updates and schedule information	Work as a team with the Navy to move the project forward at an appropriate pace, to meet program goals, communicate achievements, confirm land is safe and ready to transfer for redevelopment

### B. Key Messages

Key messages have been developed and will continue to be updated to provide an established set of responses to key questions and concepts with regard to the radiological data evaluation themes, which include: **identifying the parties responsible for data falsification, resolving the problems associated with the falsification, ensuring public safety, and confidence in the Navy.** Talking points are provided below each key message with background details and supporting facts for team members to clearly communicate the key messages and encourage goal-oriented discussions with members of the public and the media.

- 1. Public safety and environmental protection are the highest priority as the Navy, regulatory agencies, and technical experts conduct investigation and cleanup work at HPNS.**
  - The Navy consults with city, state, and federal regulatory agencies throughout the cleanup process to ensure the public's safety.
  - The cleanup process includes public involvement by making documents available in the public record for review.
- 2. The Navy will not transfer any property to the City of San Francisco until the property is confirmed to be safe by all agencies.**
  - The transfer schedule for affected parcels will be delayed until corrective actions (if needed) have been approved and confirmed complete by our regulatory agencies.
  - Steps have been taken to expedite contractual work to complete all corrective actions in a safe manner while minimizing the delay of property transfer to the City of San Francisco.
- 3. The Navy is committed to meeting all regulatory requirements during the cleanup work at HPNS.**
  - The Navy routinely meets with members of regulatory agencies, the City of San Francisco, and other participating organizations to discuss cleanup goals and strategies.
  - Navy health physicists participate with our cleanup team to ensure public safety.
- 4. The Navy will engage in rigorous oversight of all contractor work at HPNS.**
  - An independent third-party contractor and Navy health physicists will review cleanup data gathered by our team of contractors to ensure public safety.
  - Oak Ridge Associated Universities/Oak Ridge National Laboratory is conducting third-party-independent analysis of the data evaluation methods and findings for the HPNS radiological data review.
- 5. The Navy is committed to transparency and keeping the public informed about cleanup work at HPNS.**
  - By the end of 2017 the Navy has conducted five bus tours, four public meeting, posted more than 15 documents on the HPNS website, posted 4 public notices in local periodicals, issued 11 newsletters to more than 1,000 email addresses/each, and sent two informational postcard to almost 15,000 recipients.
  - The Navy's Environmental Coordinator for HPNS has conducted three one-on-one interviews with various Bay Area news organizations and hosted one media session for the general media in 2017.
- 6. The Navy has conducted an evaluation of radiological cleanup data taken by Tetra Tech EC and has determined that potential falsification occurred. In response, the Navy is taking extensive investigative and corrective actions to ensure that the site is safe before being transferred to the City of San Francisco.**
  - The Navy's expert team has reviewed over 900,000 radiological data results for over 300,000 cubic yards of soil, 31 building sites, and 28 miles of removed utility lines.
  - The Navy and regulatory agencies are developing corrective actions based on the findings reports.
  - By the summer of 2018, a report describing the final findings and conclusions will be completed

and made available to the public. This report will present corrective actions that have been completed to date, as well as next steps in the process.

7. **People living on or near HPNS are safe. Former Navy property that may be accessed by the public, as well as areas now occupied by residents and tenants, has been confirmed safe by a thorough regulatory review process with multiple layers of oversight.**
  - U.S. EPA conducted a radiological survey of HPNS and found that radiation levels were similar to natural occurring levels in the San Francisco Bay area.

### III. Communication Goals and Methods of Implementation

This section describes the overall communication goals for this RCP and the associated methods of implementation.

1. **Inform, educate, and engage the public about the Navy's ongoing radiological data evaluation**
  - ✓ Use key messages to explain how the Navy will resolve problems associated with falsified data in print, electronic, and in-person communications
  - ✓ Update the radiological evaluation process schedule, including upcoming plans for property transfer to the City of San Francisco
  - ✓ Provide initial and final evaluation reports; make reports available to the public through various channels
2. **Provide opportunities for public involvement and promote open communication among the Navy, regulatory agencies, and the public**
  - ✓ Deliver project information through print, electronic, and in-person communications
  - ✓ Hold Navy community meetings and participate in local community events
  - ✓ Provide open opportunities for feedback and a public comment period for the final findings report
3. **Listen and respond to public concerns and requests for information**
  - ✓ Gather community and media questions to update program-related frequently asked questions (FAQs); publicize the availability of FAQs
  - ✓ Provide timely responses to requests for information
  - ✓ Update public outreach materials to incorporate feedback by the public
  - ✓ Provide radiological health and safety information and resources to the public

### IV. Communication Methods

The established outreach program for the Navy's environmental cleanup at HPNS is robust, using a variety of communication methods to update the public. Methods include distribution of flyers to key community groups, community leaders, and community members via U.S. Mail; advertisements in local print periodicals, Internet periodicals, and online blogs; posting of materials on the dedicated HPNS Radiological Cleanup Program web page on the Navy's website at <https://www.bracpmo.navy.mil/hpnsrc>; and electronic distribution via email to the HPNS distribution list, community group mailing lists, and other public audiences. These methods offer timely availability of information to the public, both with and without Internet access.

To ensure that the public has the opportunity to become informed, the Navy is committed to continuing public outreach that meets the needs of the identified audiences.

1. **The public prefers in-person and electronic information exchange.**

Results from a Navy outreach survey conducted between 2016 and January 2017 the public indicated that the top three preferred communication methods include: Navy presentations at local community group meetings, email, and Navy HPNS community meetings. Survey participants requested that cleanup information, including schedule, be timed to coincide with program developments and milestones.

**2. Local online and print media, blogs, and announcements are effective.**

Results from the December 2016/January 2017 Navy survey indicate that the most effective methods to reach the public are via electronic communications (specifically email) and traditional print media. In addition, participants reported having seen Navy notices in the Bayview Footprints Internet blog, the print and online versions of the San Francisco Examiner, the San Francisco Chronicle, and the Hunters Point Shipyard Community Advisory Committee (HPS CAC) newsletters and announcements.

**3. Translation is a key consideration.**

There are significant Asian and Hispanic populations that make up the community surrounding HPNS and help guide the Navy in outreach efforts to these public audiences. To maximize access to information, outreach materials will continue to be provided in English, with the option to request translation of written materials into Simplified Chinese and Spanish. In addition, verbal interpretation for identified languages (Cantonese and Spanish) may be arranged at Navy community meetings and a telephone information line is available with outgoing and incoming information available in English, Cantonese, and Spanish. Language data for the greater HPNS community is provided in [Appendix B](#).

**4. Provide visually appealing information that can be understood by the public.**

To provide the greatest range of accessibility, materials developed should continue to provide information in plain language that can be easily understood by non-technical readers, where more detailed explanations may provide technical information for expert audiences. Images that create visual interest and provide clear explanations will continue to be used. Colors, images, and tone used in previous engagement will continue to be used to provide visual consistency.

## V. Public Outreach Schedule

This section discusses how the Navy will engage with the public and the media to establish an exchange of information throughout the radiological data evaluation and subsequent reporting process. A table outlining the Navy's outreach activities in support of RCP goals is provided at the end of this section. A detailed list of public outreach activities is provided in [Appendix C](#).

### A. Public Engagement

Development and dissemination of program information, materials, and resources to the public will aid the Navy in achieving the goals set forth in this RCP.

**1. Provide timely updates at key project milestones during the evaluation process**

- a) Develop and disseminate information to the public through print, electronic, and in-person communications
- b) Update the radiological cleanup program pages of the HPNS website
- c) Maintain and advertise program information repositories

**2. Provide forums for dialogue and exchange**

- a) Address radiological data issues at Navy and non-Navy meetings
- b) Create opportunities for discussions with the public

- c) Provide technical and community liaison resources to the public

### **3. Develop and implement a feedback process**

- a) Document public feedback
- b) Respond to public feedback, as appropriate

## **B. Interagency Engagement**

Coordination of technical information and communications among the agencies involved in the investigation is essential to providing efficient, strategic information sharing.

- 1. Involve agencies in meeting preparation and coordination**
- 2. Keep regulatory agencies informed**
- 3. Report to leaders in government**

## **C. Media Engagement**

Whenever possible, media engagement will occur in advance of radiological data evaluation community meetings, such as a planned media session one day before an upcoming Navy event. Planned media sessions will allow sufficient time for the Navy to answer questions and participate in media interviews, as well as provide an independent resource to notify and encourage public participation in upcoming Navy meetings. All media sessions will be announced by a media advisory through the BRAC Public Affairs Officer (PAO), who will serve as the primary point of contact for all media inquiries. A press release may be issued to follow up significant outreach events and completion of project reports.

A list of potential media organizations has been compiled and will be updated regularly. The list of media organizations may be found in [Appendix D](#).



## HPNS Radiological Communications Plan

### Public Outreach Schedule

Activity	Goal Met			Frequency / Milestone									
	Goal 1: Inform & Engage	Goal 2: Promote Open Communication	Goal 3: Listen & Respond	Weekly	Monthly	Quarterly	Annually	As per program developments	Process Announcement	Progress Report	Initial Results	Final Results	Final Conclusions
Access to Key POCs	X	X	X					X					
Agency Meetings	X	X	X	X	X								
Agency Oversight/Feedback	X	X	X					X					
Annual Update	X	X					X						
Bus Tour	X	X	X					X					
Community Liaison Office Hours	X	X	X		X			X		X	X	X	X
E-Newsletters	X	X	X					X					
Fact Sheets	X	X						X		X	X	X	X
FAQs	X	X						X	X	X	X	X	X
HOA Presentation	X	X	X					X					
HPNS Email	X	X	X					X					
HPNS Info Line	X	X	X					X					
Invitation to Church		X						X					
Invitation to School		X						X					
Media Interviews	X	X	X					X					
Media Sessions	X	X	X					X	X		X	X	X
Navy Community Meetings	X	X	X					X	X	X	X	X	X
Navy Events Calendar	X	X					X	X					
Newspaper Notices	X	X						X	X	X	X	X	X
Participation In Local Events	X	X	X					X					
Phone Calls To Community Leaders		X	X					X					
Posters	X	X	X					X	X	X	X	X	X
Press Releases	X	X						X	X		X	X	X
Quarterly Updates	X	X				X							
Rad Data Update Fact Sheets	X	X							X	X	X	X	X
Response Tracking	X	X	X					X					
Tech Advisor Office Hours	X	X	X					X					
USPS Mailings	X	X							X	X		X	X
Website Updates	X	X	X					X	X	X	X	X	X

### VI. Program Points of Contact

#### The points of contact for questions from the public are:

**Mr. Derek Robinson**  
**BRAC Environmental Coordinator**  
Department of the Navy BRAC  
Program Management Office West  
33000 Nixie Way  
Bldg. 50, 2nd Deck  
San Diego, CA 92147  
(619) 524-6026  
derek.j.robinson1@navy.mil

Office Hours:  
6:00 a.m. – 3:30 p.m. PST  
or by appointment

**Dr. Kathryn Higley**  
**Community Technical Advisor**  
Oregon State University  
(541) 737-0675  
Kathryn.Higley@oregonstate.edu

Office Hours:  
8:00 a.m. – 5:00 p.m. PST  
or by appointment

**Mr. James Bryant**  
**Community Liaison**  
1333 Evans Avenue  
San Francisco, CA 94212  
(415) 970-9051  
community@sfhpn.com

Office Hours:  
2:00 p.m. – 4:00 p.m. PST  
the first Tuesday of every  
month, or by appointment

#### General inquiries and requests to subscribe to mailing lists may be directed to:

**HPNS Email:** info@sfhpn.com

**HPNS Info Line:** (415) 295-4742

**HPNS Home Page:** [www.bracpmo.navy.mil/hpns](http://www.bracpmo.navy.mil/hpns)

**HPNS Radiological Cleanup Program Page:** [www.bracpmo.navy.mil/hpnsrc](http://www.bracpmo.navy.mil/hpnsrc)

#### The point of contact for media requests is:

**Mr. William Franklin**  
**Public Affairs Officer**  
Department of the Navy  
BRAC Program Management  
Office  
(619) 524-5433  
william.d.franklin@navy.mil

Office Hours:  
6:00 a.m. – 2:30 p.m. PST  
or by appointment

## HPNS Radiological Communications Plan

### Appendix A. Public Outreach Audiences

The following tables describe a partial list of public outreach audiences, comprised of individuals and groups that will help guide the Navy's public outreach efforts as related to the ongoing radiological data evaluation. The entire list of more than 15,000 contacts contains personal information and is not for publication.

Public Outreach Audiences	Description
HPNS Community Members	Including, but not limited to: homeowners, residents, business owners and employees, HOAs, community groups within the HPNS community as defined
Navy Tenants	Shipyard Artists, Eclectic Cookery, San Francisco Police Department Crime Lab
Community Organizations	Including, but not limited to: neighborhood associations, libraries, community and youth centers, churches, senior centers, health care centers, business associations, community advocacy, and non-governmental organizations within and supporting the HPNS community as defined
Environmental and Political Activists Groups	Including, but not limited to: Greenaction, EJ Taskforce, BRITE, LEJ, Community Advisory Committees
EPA Superfund Region 9	Government Agency (Lead Federal Regulatory Agency)
Department of Toxic Substances Control	Government Agency (Lead State Regulatory Agency)
California Regional Water Quality Control Board	Government Agency (State Regulatory Agency)
City of San Francisco, Office of Community Investment and Infrastructure	Government Agency
California Department of Public Health	Government Agency (State Regulatory Agency)
City of San Francisco Department of Public Health	Government Agency
Federal Government, Senator Dianne Feinstein (California)	Elected Official
Federal Government, Senator Kamala Harris (California)	Elected Official
Federal Government, Congresswoman Nancy Pelosi – California's 12th District	Elected Official
State of California, Governor Jerry Brown	Elected Official
State of California, Assembly Member David Chiu, District 17	Elected Official
State of California, Assembly Member Phil Ting, District 19	Elected Official
City and County of San Francisco, Ms. Malia Cohen, District 10 Board of Supervisors	Elected Official
City of San Francisco, Mayor Edwin Lee	Elected Official
Mayor's Hunters Point Shipyard Citizens Advisory Committee	Community Organization
Local Media (including Internet blogs)	Provide broad information dissemination to the public; a list of media organizations is provided in the media strategy section

## Appendix B. Language Considerations for Public Outreach

The greater HPNS community is extremely diverse, including more than 28 spoken languages, presenting the need for the Navy to be flexible in both written and verbal communications during public outreach efforts. The primary audience in this community is comprised of homeowners, residents, and businesses in the 94124, 94107, and 94134 zip codes. The primary languages spoken and languages spoken at home in these areas are presented in Table 1 and Table 2, respectively.

Data provided is based on 2000 Census data for the following total populations: 30,658 persons in zip code 94214; 16,645 persons in zip code 94107; and 37,761 for zip code 94134. Information retrieved from the Language Map Data Center at [https://apps.mla.org/map\\_data](https://apps.mla.org/map_data).

<b>Table 1</b> Primary Languages Spoken in Three Nearest Zip Codes		
<b>Language Spoken (Top Five)</b>	<b>Total</b>	<b>Percentage of Total Population</b>
<b>94214 Zip Code</b>		
Chinese	5,116	17%
Spanish	4,758	15%
Other Pacific Island Languages	887	3%
Vietnamese	587	2%
Tagalog	579	2%
<b>94107 Zip Code</b>		
Chinese	1,265	7%
Spanish	881	5%
Tagalog	609	4%
French	311	2%
Russian	255	1%
<b>94134 Zip Code</b>		
Chinese	12,414	33%
Spanish	6,526	17%
Tagalog	3,703	10%
Vietnamese	1,108	3%
Other Pacific Island Languages	559	1%

<b>Table 2</b> Primary Languages Spoken at Home in Three Nearest Zip Codes		
<b>Language Spoken at Home*</b>	<b>Total</b>	<b>Percentage of Total Population</b>
<b>94214, 94107, and 94134 Zip Codes</b>		
English	40,790	48%
Chinese	18,795	22%
Spanish	12,165	14%
Tagalog	4,891	6%
Vietnamese	1,695	2%
Other Pacific Island Languages	1,446	2%
French	311	Less than 1%
Russian	255	Less than 1%

\*Language spoken at home does not indicate that English is not also spoken in the household.

## HPNS Radiological Communications Plan

### Appendix C. Public Outreach Activities

<b>2017 HPNS PUBLIC OUTREACH - COMPLETED</b>	
<b>January 2017</b>	
Letter to all local churches offering HPNS Presentation	January 2017
Community Meeting Announcement to EJ Taskforce	January 18
Advertisement in SF Examiner	January 25
Electronic Newsletter - Community Meeting Announcement via Email Quarterly Progress Update Fact Sheet Q2 2017; RAD update, Tech Advisor update, Tech Advisor upcoming office hours	January 24
Print materials mailer to 60 community groups, 6 individuals; print and/or email distribution to 11 HOAs, neighborhood groups, schools	Week of February 25
<b>February 2017</b>	
Postcard Mailer re: February Community Meeting – ¼ mile radius from shipyard, all addresses from Jan 2015 mailer; HPNS USPS mailing list (14,373 USPS addresses)	February 1 (in-home delivery)
Electronic Newsletter – February Community Meeting Reminder	February 2
Bayview Footprints Advertisement for February Community Meeting	February 3
Email blast – February Community Meeting - Final Reminder (1,850 email addresses)	February 7
KQED radio (Peter Shuler) interview with BEC	February 8
Media Event prior to Community Meeting	February 8
Navy Community Meeting Open House (RAD Data Evaluation)	February 8
RAD Web Page Rollout	February 8
Lennar Sales Office – informational visit	February 9
Information Repository (SF Main Library)	February 9
APRI – informational visit regarding community outreach strategies	February 9
Electronic Newsletter with RAD Web Page info (968 email addresses)	February 27
<b>March 2017</b>	
Bus Tour Invitation to HOAs (Parcel A, Morgan Heights, Ridgeview Terrace)	Week of March 13
Bus Tour Invitation – EJ Taskforce	March 15
Electronic Newsletter - Bus Tour Announcement, Tech Advisor update (959 email addresses)	March 15
Print materials mailer to 50 community groups, 6 individuals; print and/or email distribution to 11 HOAs, neighborhood groups, schools	Week of March 13
New School Health & Safety Committee Meeting	Cancelled by New School
Malcolm X PTA Meeting	Meeting declined per Malcolm X
Radio Interview follow up	No response from stations
HOA Meeting Invitation to HOAs (Morgan Heights, Ridgeview Terrace)	March 2017
<b>April 2017</b>	
Quarterly Progress Update Fact Sheet – Q1 2017	April 8
Bus Tour	April 8
Distribution of Tech Advisor Bio with Bus Tour packets	April 8
2017 Annual Update Fact Sheet	April 8
KTVU (Fox 2 – Claudine Wong) Media Site Tour with PAO	April 19
NBC (Liz Wagner) interview with BEC	April 20
Artists' Open Studios	April 23
Electronic Newsletter – April Bus Tour Summary, 2017 Annual and Q1 2017 Progress Updates; Tech Advisor Update (1,019 email addresses)	April 24
<b>May 2017</b>	
Check interest re: interest by KQED for Public Affairs	No response from station
<b>June 2017</b>	
Electronic Newsletter – Tech Advisor Office Hours in June (1,013 email addresses)	June 8
Tech Advisor Office Hours at Storehouse	June 10, June 12

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<b>2017 HPNS PUBLIC OUTREACH - COMPLETED</b>	
Offer to Fox 2 KTVU - public interest story/interview at August Bus Tours with family of former shipyard worker	No response from station
<b>July 2017</b>	
Bus Tour Invitation to HOAs (Parcel A, Morgan Heights, Ridgeview)	Week of July 10
Electronic Newsletter – Bus Tour Announcement, Tech Advisor Office Hours (1,013)	July 7
Bus Tour Invitation – EJ Taskforce	July 19
Electronic Newsletter - August Bus Tour Registration; Q2 2017 Progress Update; Parcel E-2 Air Monitoring Fact Sheet; Tech Advisor update, Tech advisor upcoming availability (1,014 email addresses)	July 7
Quarterly Progress Update Fact Sheet – Q2 2017 (incl. RAD update, Tech Advisor update, Tech Advisor upcoming office hours)	July 7
Air Quality Monitoring Fact Sheet	July 7
Distribution of Tech Advisor Bio via email, electronic newsletter, USPS	Week of July 10
Print materials mailer to 50 community groups, 6 individuals, SFDPH for 3 July meetings; print and/or email distribution to 11 HOAs, neighborhood groups, schools	Week of July 10
Electronic Newsletter – August Bus Tour Announcement, Tech Advisor Hours in August, link to Navy website, link to RAD pages on Navy website (1,020 email addresses)	July 18
Bayview Footprints Advertisement for August Bus Tours	July 19
<b>August 2017</b>	
Bus Tour	August 5
Tech Advisor Office Hours	August 5, August 6, August 7
Parcel A HOA meeting (Tech Advisor Q&A)	August 7
HPNS Community Meeting Announcement at EJ Taskforce Meeting	August 16
Bayview Footprints Advertisement for August Bus Tours	August 18
Electronic Newsletter – September Navy Community Meeting; Navy RAD Data Update presentation at HPS CAC 9/11/17; updated fact sheets; Tech Advisor update; link to RAD pages on Navy website (1,039 email addresses)	August 25
SF Examiner Advertisement for September HPNS Community Meeting	August 27
Print materials mailer to 57 community groups; print and/or email distribution to 11 HOAs, neighborhood groups, schools	Week of August 27
<b>September 2017</b>	
Electronic Newsletter – September Navy Community Meeting reminder; CAC presentation reminder; Dr. Higley Office Hours 9/11/17 announcement; new Navy quick links to main/RAD web pages (1,032 email addresses)	September 4
Navy Community Meeting Open House	September 6
Dr. Higley Office Hours at The Storehouse (12:00-200p pm)	September 11
HPS CAC – Navy Presentation (36+ community members plus CAC Board)	September 11
RAD Data Evaluation Update Fact Sheet (distributed at CAC meeting)	September 11
<b>October 2017</b>	
Community Liaison attendance at HPS CAC meeting; networking with 23 individual community members	October 6
Electronic Newsletter – September meeting/presentation summaries; link to RAD Data Evaluation Update Fact Sheet #2; introduction of community liaison; Q3 progress update (distribution # TBA)	October 13
Quarterly Progress Update Fact Sheet – Q3 2017	October 13
Artists' Open Studios	October 14
Community Liaison attendance at HPS CAC Meeting	October 16
Electronic Newsletter – SE Sector Health Fair Reminder and invitation to meet with Navy community resources (Dr. Higley & James Bryant), resend of links from 10/13/17 electronic newsletter (1,034 distribution)	October 27
Southeast Sector Health Fair (Dr. Higley & James Bryant)	October 28

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<b>November 2017</b>	
Electronic Newsletter - Community Conversations with the Navy Community Liaison (office hours), Ask an Expert contact information (Tech Advisor), links to RAD Data Review Fact Sheet #2 and Navy RAD website, December 2017 meeting reminder (1,040 distribution)	November 6
Community Liaison Office Hours	November 7
Community Liaison attendance at HPS CAC Meeting	November 13
Community Liaison attendance at EJ Taskforce Meeting	November 16
December Navy Community Meeting Notice to EJ Taskforce	November 16
Email distribution of December Meeting Announcement to 20 community groups, HOAs, neighborhood groups, schools	November 21
Electronic Newsletter – December Meeting Announcement; Liaison and Tech Advisor availability; link to RAD evaluation materials; Navy website and other resource links (1,027 distribution)	November 25
Print materials mailer to 54 community groups, 240 residents of Shoreview Resident Association, 6 individual community members	Week of November 26
SF Examiner Advertisement for December Community Meeting	November 26
Bayview Footprints Advertisement for December HPNS Community Meeting	November 27
<b>December 2017</b>	
Electronic Newsletter – Final December Meeting reminder; reminder re: Community Liaison Office Hours 12/05/17 and Tech Liaison January hours 1/30/18 and 1/31/18	December 4
Community Liaison Office Hours	December 5
Navy Community Meeting – Parcel C Cleanup Update	December 5
<b>2018</b>	
<b>January 2018</b>	
Community Liaison Office Hours (2-4pm)	January 2
January 31, 2018 Meeting Notice sent to EJ Taskforce	January 8
Electronic newsletter - Hunters Point Naval Shipyard – Community Meeting Open House January 31, 2018 and Tech Liaison Office Hours (1,018 distribution)	January 16
January 31, 2018 Meeting Notice sent to 54 community groups, 240 residents of Shoreview Resident Association, 6 individual community members	January 16
Email distribution of January Meeting Announcement to 20 community groups, HOAs, neighborhood groups, schools	January 16
Updated Info Line outgoing message with January meeting information – 3 languages	January 16
Postcard Mailer re: January 31, 2018 Community Meeting Open House – ¼ mile radius from shipyard, all addresses from Jan 2015 mailer; HPNS USPS mailing list (14,511 distribution)	January 20 (in-home delivery)
Electronic newsletter – Reminder: January 31st Hunters Point Naval Shipyard Meeting and Tech Advisor Availability (1,019 distribution)	January 24
Bayview Footprints ad for January 31, 2018 Community Meeting Open House	January 23
SF Examiner advertisement for January 31, 2018 Community Meeting Open House (delayed one week per government shutdown)	January 28
Electronic newsletter – Final January Meeting Reminder; Quarterly Progress Update	January 29
Press Release / Media Advisory to identified Bayview/SF Media re: January 30 media session and January 31 Open House	January 29 and 30**
Interview with NBC reporter Liz Wagner (Derek Robinson, on-site at HPNS)	January 29*
Media Session (10am – 12pm)	January 30*
Community Technical Advisor availability at The Storehouse (10am-12pm)	January 31*

## HPNS Radiological Communications Plan

Navy Community Meeting Open House – RAD Update: Radiological Data Evaluation Update	January 31*
Community Technical Advisor, Community Liaison, and Independent Third-Party experts available to community at Open House	January 31
Distribution of 5 FAQ sheets at January 31st Open House and on Navy website	January 31*
Navy RAD website updated with January 31st Open House Materials	January 31*
Quarterly Progress Update Fact Sheet – Q4 2017	January 31*
<b>February 2018</b>	
Community Liaison Leafleting Outreach in Community	February 2018*
2018 Annual Update	Early Spring 2018**
<b>March 2018</b>	
Community Liaison Office Hours	March 6*
<b>April 2018</b>	
Community Liaison Office Hours	April 3*
Press Release re: Parcel F Proposed Plan Public Meeting and Public Comment Period	April 11, 2018**
Public Meeting: Parcel F PP	April 12, 2018**
<b>May 2018</b>	
Community Liaison Office Hours	May 1*
SF Shipyard (Parcel A) HOA Meeting – Navy Cleanup Update Presentation	May 7, 2018*
<b>June 2018</b>	
Bus Tours	June 9, 2018*
<b>July 2018</b>	
Press Release / Media Advisory to identified Bayview/SF Media re: July 10 media session and July 11 Open House	July 8**
Media Session	July 10, 2018*
Navy Community Meeting Open House – RAD Update (Findings)	July 11, 2018*
<b>August 2018</b>	
<b>September 2018</b>	
Bus Tours	September 8, 2018 (TBD)*
<b>October 2018</b>	
Navy Community Meeting	October 3, 2018*
<b>November 2018</b>	
<b>December 2018</b>	
<b>Schedule Pending</b>	
RAD Data Evaluation Fact Sheet – Final Conclusions	Fall/Winter 2018**
Community College Bus Tour (details pending)	2018 (date TBD)**

\* *planned, per schedule*

\*\* *anticipated, dates pending final confirmation of schedule*



## HPNS Radiological Communications Plan

### Appendix D. Potential Media Sources

A list of potential media sources for PAO communications is provided on the pages to follow. This list will be updated as required.

Name and Address	Media Type	Language / Audience	Contact Name/Details
San Francisco Examiner 988 Market Street San Francisco, CA 94102	Print and Internet Newspaper	English	(415) 359-2600 ldudnick@sfoxaminer.com gandersen@sfoxaminer.com www.examiner.com/san-francisco
Mission Local	Internet publication	English and Spanish/Latino	<a href="mailto:staff@missionlocal.org">staff@missionlocal.org</a>
New America Media 275 9th Street San Francisco, CA 94103	Multi-Media Agency	Multi-lingual (Arabic, Spanish, Chinese, and Korean)	<a href="mailto:editorial@newamericamedia.org">editorial@newamericamedia.org</a>
Bayview Footprints 1747 Quesada Avenue San Francisco, CA 94124	Newsletter and Internet	English/Bayview/Hunters Point Neighborhood	<a href="mailto:info@quesadagardens.org">info@quesadagardens.org</a> <a href="mailto:elizabethskow@gmail.com">elizabethskow@gmail.com</a>
Bayview Hunters Point Home Blog	Newsletter and Internet	English	<a href="http://bayviewhunterspointblog.blogspot.com/">bayviewhunterspointblog.blogspot.com/</a>
Asian Week	Newspaper	Multiple, Asian	<a href="http://www.asianweek.com">www.asianweek.com</a>
El Tecolote 2958 24th Street San Francisco, CA 94110	Newspaper	Spanish, Latino	<a href="mailto:editor@eltecolote.org">editor@eltecolote.org</a> <a href="mailto:mabel@eltecolote.org">mabel@eltecolote.org</a>
San Francisco Bay Guardian 135 Mississippi Street San Francisco, CA 94107	Newspaper	English	(415) 255-3100 <a href="mailto:listings@sfbg.com">listings@sfbg.com</a> <a href="http://www.sfbg.com">www.sfbg.com</a>
San Francisco Bay View 4917 Third Street San Francisco, CA 94124	Newspaper	English, African American	(415) 671-0789 <a href="mailto:editor@sfbayview.com">editor@sfbayview.com</a> <a href="mailto:publisher@sfbayview.com">publisher@sfbayview.com</a> <a href="mailto:troy@sfbayview.com">troy@sfbayview.com</a> <a href="http://www.sfbayview.com">www.sfbayview.com</a>
San Francisco Weekly 185 Berry Street, Lobby 5, Suite 3800 San Francisco, CA 94107	Newspaper	English	(415) 536-8100 (415) 536-8158 <a href="http://www.sfweekly.com">www.sfweekly.com</a>
Sing Tao 625 Kearny Street San Francisco, CA 94108	Newspaper	Chinese	(415) 989-7111 <a href="mailto:sf@singtaousa.com">sf@singtaousa.com</a> <a href="http://www.singtaousa.com">www.singtaousa.com</a>
Sun Reporter 1791 Bancroft Avenue San Francisco, CA 94124	Newspaper	English, African American	(415) 671-1000 <a href="mailto:sunmedia97@aol.com">sunmedia97@aol.com</a> <a href="http://sunreportermedia.com/">http://sunreportermedia.com/</a>
The Potrero View 2325 3rd Street, Suite 344 San Francisco, CA 94107	Newspaper	English	(415) 626-8723 <a href="mailto:editor@potreroview.net">editor@potreroview.net</a> <a href="http://potreroview.net/index.php">potreroview.net/index.php</a>
San Francisco Chronicle 901 Mission Street San Francisco, CA 94103	Newspaper and Internet	English	<a href="mailto:metro@sfxhronicle.com">metro@sfxhronicle.com</a> <a href="http://www.sfgate.com">www.sfgate.com</a> (415) 777-1111

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Name and Address	Media Type	Language / Audience	Contact Name/Details
KIQI (1010 AM) and KATD (990 AM) 44 Gough Street, Suite 301 San Francisco, CA 94103	Radio	English and Spanish	<a href="http://kiqi1010am.com/contact_us">http://kiqi1010am.com/contact_us</a> English (415) 978-5378 Español (415) 626-1510
KPOO (89.5 FM) 1329 Divisadero Street San Francisco, CA 94115	Radio	English	<a href="http://www.kpoo.com/psas">http://www.kpoo.com/psas</a>
KSQQ NorCAL: KSQQ 96.1FM   KVTO 1400AM   KQEB-LP 96.9FM	Radio	Chinese only (Community based station)	Cathy Zhang Sound of Hope Radio Network Cell: 408-483-6044 Fax: 415-276-5862 <a href="http://www.BayVoice.net">www.BayVoice.net</a> Mobile app: SOH Radio
KQED 2601 Mariposa Street San Francisco, CA 94110	Radio and Television	English	(415) 864-2000 <a href="mailto:assignmentdesk@kqed.org">assignmentdesk@kqed.org</a> <a href="http://www.kqed.org/">http://www.kqed.org/</a>
Sing Tao Chinese Radio (1400 AM, 1450 AM, 96.1 FM) 625 Kearny Street San Francisco, CA 94108	Radio	Cantonese and Mandarin/Asian	(415) 989-7111 <a href="mailto:sf@singtaousa.com">sf@singtaousa.com</a> <a href="http://www.singtaousa.com">www.singtaousa.com</a> <a href="http://www.sanfranciscochinatown.com/culture/radio.html">www.sanfranciscochinatown.com/culture/radio.html</a>
KDTV 50 Fremont St., Floor 41 San Francisco, CA 94105	Television	Spanish	(415) 538-8000 <a href="http://www.univision.com/san-francisco/kdtv">http://www.univision.com/san-francisco/kdtv</a>
KGO-TV (Channel 7) 900 Front Street San Francisco, CA 94111	Television	English	(415) 954-7777 <a href="mailto:KGO-TV.Programming@abc.com">KGO-TV.Programming@abc.com</a> <a href="http://abc7news.com/">http://abc7news.com/</a>
KPIX (Channel 5) 855 Battery St San Francisco, CA 94111	Television	English	(415) 362-5550 <a href="mailto:newsdesk@kpix.com">newsdesk@kpix.com</a> <a href="http://sanfrancisco.cbslocal.com/">http://sanfrancisco.cbslocal.com/</a>
KRON (Channel 4) 1001 Van Ness Avenue San Francisco, CA 94109	Television	English	(415) 441-4444 <a href="mailto:4listens@kron4.com">4listens@kron4.com</a> <a href="http://www.kron.com">www.kron.com</a> <a href="http://kron4.com/report-it/">http://kron4.com/report-it/</a>
KTSF (Channel 26) 100 Valley Drive Brisbane, CA 94005	Television	Cantonese and Mandarin/Asian	(415) 468-2626 <a href="http://www.ktsf.com">www.ktsf.com</a> <a href="http://www.ktsf.com/en/suggest-an-event/">http://www.ktsf.com/en/suggest-an-event/</a>